



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/16 thru 06/22.

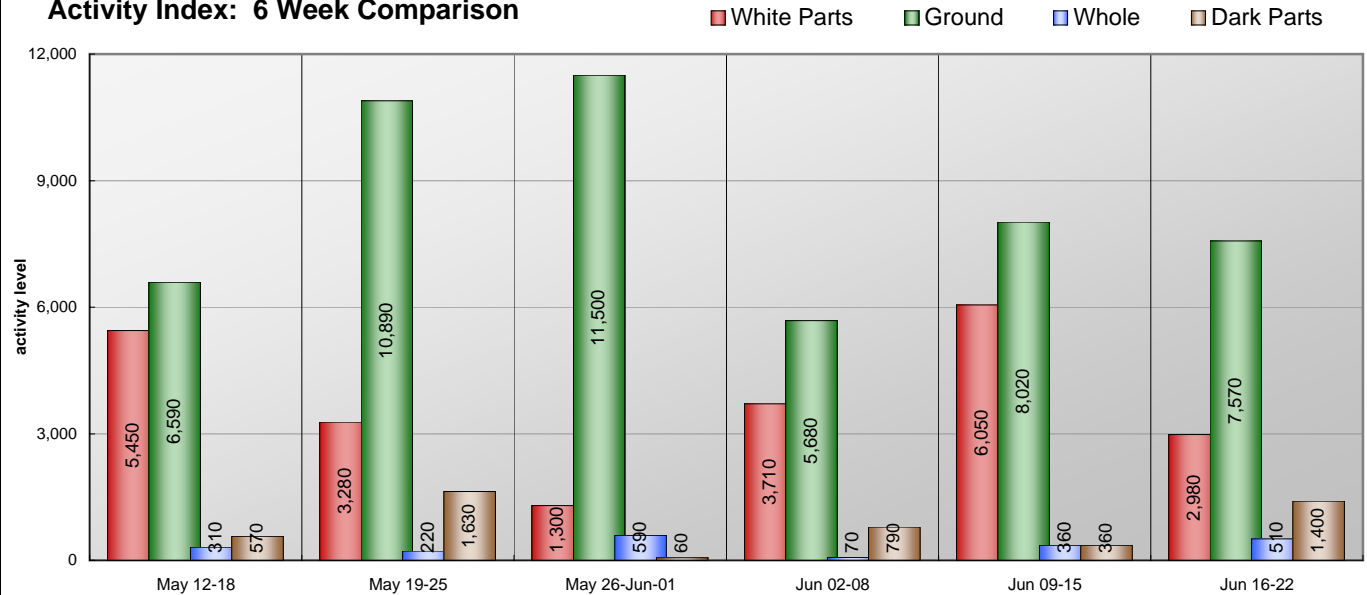
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 16, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	41.7% of 17,000 outlets		51.3% of 17,000 outlets	
Special Rate 4/	8.5%		8.0%	
Activity Index 2/	12,460		14,790	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	390	1.05	90	1.28
" - Toms	120	0.99	90	1.28
Frozen - Hens			90	0.92
" - Toms			90	0.92
PARTS:				
Breast:				
Bone-in, whole				
Fresh	360	2.01	740	1.99
Frozen	310	1.40	400	1.53
Hotel Style				
Fresh	150	1.49	20	1.52
Frozen				
Split, bone-in				
Fresh	80	2.30	10	2.09
Rotisserie	870	5.65	860	5.93
Boneless, whole				
Cutlets	580	3.97	1,960	4.11
Strips			540	4.09
Tenders	510	3.95	1,110	3.88
Drumsticks				
Thighs	590	1.38	180	1.15
Wings	90	1.31	70	1.65
Necks	660	1.32	70	1.27
Smoked Drumsticks			10	1.39
Smoked Wings	60	1.72		
Smoked Necks			30	1.39
GROUND TURKEY:				
Patties	7,570	2.63	8,020	2.50
Sausage	380	2.76	1,420	2.54
85% lean	2,900	2.56	600	2.40
93% lean	780	1.79	980	1.36
Breast	2,130	2.38	3,470	2.13
	1,380	3.61	1,550	4.02

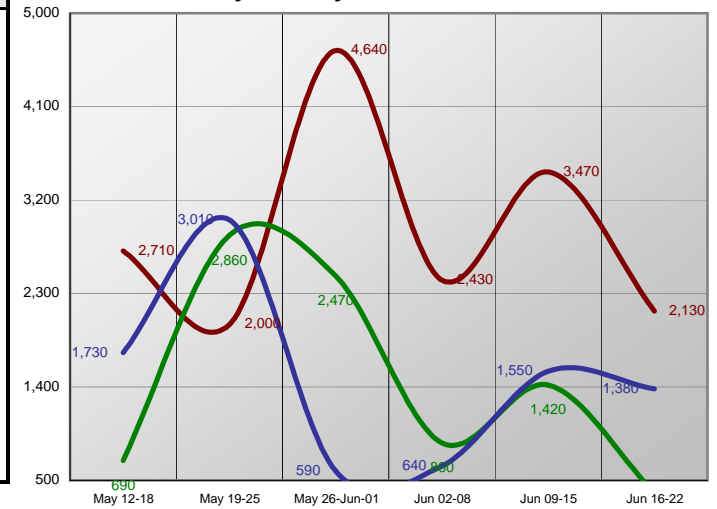
Activity Index: 6 Week Comparison



Turkey Featuring - 06/16 thru 06/22

Feature activity for turkey in the retail case is nearly as active as the previous week but with much fewer promotions of breast cuts being conducted. Fresh whole bird features are up, particularly for hens which are being promoted to be split for grilling. Breast cut promotions are fewer in number and at lower average feature prices levels. Dark part ads are up late in the cycle and on higher price levels. Ground turkey promotions continue to enjoy ad space with the spotlight shifting to sausage items this week at higher average price levels. Most ads are targeting Father's Day with beef cuts dominating ad space, although chicken is holding its own.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	40.8% of 7,900 sampled outlets 10.7% of stores w/ no-price promotions Activity Index = 5,930			29.9% of 5,200 sampled outlets 8.1% of stores w/ no-price promotions Activity Index = 1,610			59.3% of 3,900 sampled outlets 4.4% of stores w/ no-price promotions Activity Index = 4,920		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99	210 0.99					0.89 - 1.29	180 1.13	
" - Toms	0.99	100 0.99					0.99	20 0.99	
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69	40 2.69		1.79	100 1.79		1.99	220 1.99	
Frozen	1.19 - 1.29	130 1.28		0.99 - 1.49	20 1.26		1.28 - 1.69	160 1.50	
Hotel Style									
Fresh	1.49	150 1.49							
Frozen									
Split, bone-in									
Fresh	1.99 - 2.69	80 2.30							
Rotisserie	4.99 - 7.99	490 5.35		4.99 - 6.99	240 5.48		6.99	140 6.99	
Boneless, whole	3.99	120 3.99							
Cutlets	3.69 - 3.99	270 3.92		3.89 - 4.54	20 4.28		3.99	290 3.99	
Strips									
Tenders	3.49 - 3.99	200 3.88		3.89 - 3.99	20 3.95		3.99	290 3.99	
Drumsticks	1.29	40 1.29		1.29 - 1.68	50 1.33		1.39	500 1.39	
Thighs	1.29	40 1.29		1.29 - 1.68	50 1.33				
Wings	0.99	110 0.99		1.29	50 1.29		1.39	500 1.39	
Necks									
Smoked Drumsticks				1.58 - 1.59	40 1.59		1.99	20 1.99	
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.00	360 2.80		1.99	20 1.99				
Sausage	1.99 - 3.50	1,410 2.58		2.40 - 2.46	350 2.42		2.46 - 3.99	1,140 2.58	
85% lean	1.59 - 1.99	230 1.82		0.99 - 2.19	110 1.91		1.43 - 1.87	440 1.75	
93% lean	1.99 - 2.50	1,080 2.31		1.99 - 2.78	320 2.18		2.40 - 2.79	730 2.57	
Breast	2.99 - 3.99	870 3.62		2.99 - 3.99	220 3.08		3.99	290 3.99	

Note: See page 1 for explanatory notes.